



Press release

May 2018

London

Maistro announces two senior hires, signaling strong market growth

[Maistro](#), the AI-powered procurement marketplace for services, today announces two new senior hires, echoing its strong growth over the past six months.

Ian Cleverly joins Maistro as Chief Financial Officer (CFO) and a director of the company. Ian will be responsible for driving the execution of the company's financial strategy, increasing shareholder value and achieving positive cashflow. Ian brings with him extensive CFO experience, both in multinational corporations and in start-up businesses, including CFO of Cable and Wireless Jamaica, CFO of Hutchinson 3G in Ireland and senior financial roles in NTL and Procter & Gamble. Cleverly has a strong background in mergers & acquisition, new market entry and building effective operations within organisations.

Gavin Morton-Holmes joins as Business Development Director where he'll continue to build strong relationships with existing customers, whilst filling out the pipeline of new prospects and introducing Maistro's AI-powered solution to the wider market.

Ian Cleverly, Chief Financial Officer and Director at Maistro comments: "I'm joining Maistro at a crucial and exciting period of growth. We have a mission to build the company as one that challenges the status quo of how businesses buy services. The accelerated adoption of our solution in new markets confirms the commercial value of Maistro's proposition to not only support the cost-saving agenda that drives CFOs globally, but also to challenge conventional organisational structures by introducing a modern approach to outsourcing. This is an exciting phase of the company's journey and the roles align well with my experience and commercial successes to date."

Gavin Morton-Holmes, Business Development Director at Maistro comments: "My goal is simple - I want to see the Maistro platform as a solution which is embraced by procurement professionals and C-suite decision-makers who are committed to transforming their industry. I will be working closely with existing customers to scope out ways to continue developing the technology to suit their needs, whilst also looking to expand into new markets. The ease of access to the platform means you can use it anywhere in the world, and we are already seeing Asia as a growth area. I'm here to identify more territories where our AI solution can transform the marketplace."

Laurence Cook, CEO at Maistro comments: "Since taking on the CEO role last August, I am extremely encouraged by the progress that has been made. Ian's understanding of our ambition to continue this growth on a stable footing makes him the right fit for our board. His entrepreneurial spirit and highly credible background will drive us to maintain our position as an industry disruptor at the forefront of procuring business services. The work that Gavin will do to drive new business will support the backbone of our core growth strategy. 2018 continues to be a year of positive growth for us."

-ENDS-

About Maistro

Maistro is an online B2B Marketplace and AI-powered delivery platform designed to accelerate the corporate buying process and optimise spend. Headquartered in the UK, Maistro is a public company listed on the London Stock Exchange's AIM market (MAIS).

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